

With great pleasure, CHARMANT Group
introduces their new brand Minamoto
and its beautiful launch collection.

MINAMOTO
THE ORIGINAL. FOR ORIGINALS.



MINAMOTO 源

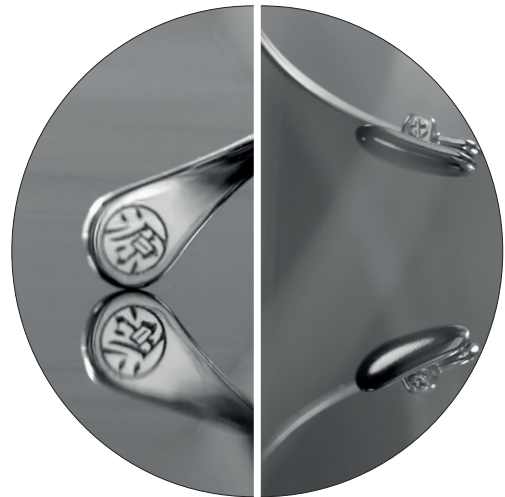
Minamoto means „origin“ in Japanese and that's where the brand goes back to. To its Japanese roots. To the origin. The Minamoto brand is all about authenticity, craftsmanship, comfort, high quality, finesse, unsurpassed attention to detail and beauty. With the Zen philosophy and Japanese spectacle history in mind, the Minamoto styles are minimalist and timeless with a focus on the essentials.

The logo, a Japanese kanji is handmade by a calligraphy master working for the Group. It means "The Origin" and appears on the titanium end tips as signature of the brand. Discreet engravings reflect the precision and quality that Japan is known for and also highlight the attention to detail.



All Minamoto frames are made from 99.4% pure Japanese titanium, the highest quality on the market. The temples are made from beta titanium for the perfect flexibility and comfort. Even the nose pads and end tips are made of pure titanium which makes this eyewear a truly longlasting product!

Minamoto eyewear is for everyone who love beautiful things with a meaningful story regardless of age and gender. This launch collection consists of 12 styles. 4 ladies', 4 men's and 4 unisex models. The names of the frames are inspired by characters, actresses and actors as well as the director of the popular Japanese movie "The Seven Samurai", which was also a great inspiration for the campaign. This movie is a true original, and also a masterpiece of Japanese craftsmanship.



The foldable case is made from 100 % organic Washi paper by a small family business based in the Fukui prefecture Japan, where the tradition of Washi paper making is kept alive for over 1,500 years. The special pattern you see on the paper is called "Sumi-Nagashi" which is handcrafted with Japanese ink using a calligraphy brush. Every pattern and therefore every case is unique.

Kambei MN31000

The Japanese values and traditions are clearly visible in this style: the streamlined design, the attention to detail and the high quality of the material. Kambei features delicate design details on the rim, which make the frame one of a kind.



Kikuchiyo MN31001

Zen minimalism at its best, Kikuchiyo perfectly combines functionality and aesthetics. The design of this model is clean, minimalistic and timeless thanks to its polygonal shape. The outer part of the rim has elegant engravings, which showcases the attention to detail.



Kyuzo MN31002

Perfect lines, absolute comfort and ageless design: Kyuzo shows all expertise of the Minamoto know-how. The double-bridge is not like any other as the Minamoto Kanji meaning "The Origin" is stamped on the top bar. Additionally, the rimwire features beautiful, classic patterns.



Akira MN31003

This flagship model of the Minamoto collection for men embodies the very essence of authenticity. Akira takes us back to the past, a past where nose pads were not yet used for spectacles. A unique anti-slip epoxy at the W bridge keeps the frame on the face. The decoration on the end pieces is extremely meticulous and elegant.



Gorobei MN31004

Gorobei gets rid of the unnecessary, to return to the essentials of eyewear: comfort, finesse and beauty in the product. The finely engraved decorations on the bridge and end pieces are very delicate and make this frame a genuine piece of art. Wearers will enjoy the true ai-chaku feeling with Gorobei over the years, because it won't go out of style.



Heihachi MN31005

Heihachi sublimates the Minamoto collection with its authentic look and its Japanese allure. It's a real object made to last, with the fine classic pattern on the bridge and end pieces in combination with the modern shape of the front. This model is a very good example of the relationship between beauty and functionality found in Japanese manufacturing.



Shichiroji MN31006 / MN31006C

This style combines an authentic and artisanal style with a panto shape and meticulously decorated temples. Perfect for wearers who are sensitive to design and quality. The clip-on coming with Shichiroji is equipped with Made in Japan polarized lenses produced by a family business in Sabae with a vast experience in lenses. These lenses offer filter category 2 and use a triacetate film. The clip is also decorated with the Minamoto kanji and so are the end tips..



Katsushiro MN31007

With its carefully crafted bridge and the beautiful engraving on its temples, Katsushiro pays tribute to its Japanese origin. The beautiful colour contrast (AY/DO) of this unique piece gives it a strong and authentic identity. Whereas the antique colour finishing (AG/AW) reminds us of the past.



Noriko MN31008

Clean but still exquisite and delicate, Noriko offers soft lines and absolute comfort. Discreet decorations have been meticulously engraved on the rim, reflecting the precision and quality of Japanese artisanship. The demi pattern on the rim (GS/HV) create a beautiful contrast.



Shino MN31009

Shino is our flagship model of the collection for women. It is a unique, extremely fine and feminine frame with an engraved brow line. The dual colour concept makes this style even more special. Shino is the perfect example of the attention to detail and the finesse of Minamoto eyewear.



Yukiko MN31010 / MN31010C

This model pays tribute to Japanese eyewear history thanks to the precise engraving work on the temples. Yukiko is unique due to the polarized sun clip that perfectly fit the frame. This clip-on has category 2 polarized lenses with a triacetate film, made by a family business in Sabae, Japan with an incredible experience in lenses. As a signature, the kanji meaning Minamoto is delicately stamped on the upper bar of the clip as well as on the end tips.



Haruko MN31011

This square-shaped model is minimalist in design, but the oversized front and its fine details make it stand out. Elegant engravings decorate Haruko's temples and combine softness and refinement in a very elegant and fashionable style.



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Press contact :

CHARMANT Europe
Julia Berger
E-Mail: Julia.Berger@charmant.eu
Telefon: +49 (0) 172 6194539

www.minamoto-eyewear.com